

**Grass Lawn Neighborhood Plan  
Alternatives and Preliminary Recommendations**

**Neighborhood Commercial**

<b>Issue:</b>	Where is there land available, which is suitable for neighborhood commercial development?
<b>Description/ Background:</b>	<p>Neighborhood commercial is a term used to describe a land use that supports many of the basic retail and/or services needs of a neighborhood. It differs from community commercial in that it is intended to serve a smaller geographic area (<i>the neighborhood</i>). Whereas community commercial and regional commercial centers attract shoppers from outside of their immediate vicinity, neighborhood centers are intended to serve those who live or work within a short distance of the center. Their purpose is to provide convenience for residents, and enrich the character and quality of life of the neighborhood. They are not designed to result in additional vehicle</p> <p>trips, and in general, should reduce auto traffic because of shorter trip distances.</p> <p>The City of Redmond's goal is to have a commercial area within a half-mile of most residences. This goal has not been met in many parts of Redmond, including the Grass Lawn neighborhood. Grass Lawn has one mixed-use center, La Plaza Di Rosa, along Old Redmond Rd. at 132<sup>nd</sup> Ave. Otherwise, the closest shopping area is downtown Redmond. Hence, a neighborhood retail center or mixed-use center could fit within the city's neighborhood guidelines. Furthermore, the City has established policy (<i>RCDG 20C.50.15.020</i>) which states that the neighborhood planning process is the appropriate forum for identifying potential locations and requesting a zoning change.</p> <p>There are several considerations for selecting a retail site. Developers and lenders want to ensure the site will be profitable. The City has additional considerations including environmental impacts, compatibility of neighboring land uses, and traffic impacts. The section below identifies criteria that should be met before a site is selected as a possible commercial location.</p>
<b>Criteria:</b>	<p><b>Financial Viability</b></p> <p>A commercial center location must be financially viable before developers will consider building, and before lenders will offer financing for a project. Both developers and lenders have established guidelines for determining financial viability. The City, neighbors, and potential tenants also have an investment in the success of commercial projects. The criteria below offers a framework for evaluating potential sites.</p>

<p><b><i>Local Examples</i></b></p> <p><b>La Plaza Di Rosa</b> 132000 Old Redmond Road Redmond, WA 98052</p> <p><b>Lot Size:</b> 1 acre</p> <p><b>Development Type:</b> Mixed-use</p> <p><b>Commercial Space:</b> 20,000 sq. ft.</p> <p><b>Positioning:</b> La Plaza Di Rosa is located on an arterial, across from other commercial centers. It is able to remain viable on a smaller lot largely because it benefits from its association with neighboring commercial activity.</p> <p><b>Juanita Village</b> 11718 97th Lane NE Kirkland, WA 98034</p> <p><b>Lot Size:</b> 6.5 acres</p> <p><b>Development Type:</b> Mixed-use</p> <p><b>Commercial Space:</b> 65,000 sq. ft.</p> <p><b>Positioning:</b> Juanita Village is a high-density (80 dwelling units/acre), pedestrian oriented village. It could be classified as a festival retail development, because of the entertainment options.</p>	<p><u>Site Size</u></p> <p>There is a minimal threshold for annual sales per sq. ft. The average for a retail center is approximately <b>\$200<sup>1</sup></b>, although it depends greatly on the type of store. Many factors determine the likely sales per square foot, site size being one of them. A minimal square footage for usable building space must be met to ensure the center can reach this threshold. For neighborhood commercial, the suggested size for retail/office space ranges from <b>30,000 to 100,000 sq. feet.<sup>2</sup></b> Lot sizes should range from <b>3 to 7 acres</b>, although smaller lots and buildings may be feasible.</p> <p><u>Competitive Space</u></p> <p>Commercial centers rarely operate in isolation. An area with a greater selection of stores will attract more consumers, so long as convenience is not compromised. Hence, neighborhood commercial areas do benefit from other centers within a certain distance. However, the presence of too many stores starts to have a competitive, rather than complimentary affect, and will take potential sales dollars away from the center. Therefore, it is important for centers to be located in an area where there is a competitive balance.</p> <p>For example, La Plaza Di Rosa is relatively small for a neighborhood commercial center. However, since it is across the street from other commercial activity, it receives the benefit of the larger retail cluster. In geographic isolation, its financial viability would be questionable.</p> <p><u>Traffic Volume</u></p> <p>While neighborhood commercial areas should be pedestrian friendly and neighborhood oriented, in reality, very few can survive on streets with low trip volumes. Traffic volume is an essential factor in considering a potential site. For example, the suggested daily trip volume for a 20,000 sq. ft. neighborhood center is <b>12,000 to 14,000 auto trips<sup>3</sup></b>.</p> <p><u>Population (current &amp; projected)</u></p> <p>Population is an important consideration for neighborhood commercial development. As with traffic volume, population is used to measure the potential consumer base. The denser an area, the more likely neighborhood commercial will be a good bet. For neighborhood commercial, the trade area population should be <b>2,500 to 40,000 people</b> within a <b>1.5 mile radius<sup>4</sup></b>. Grass Lawn had about 10,000 residents in 2000.</p> <p><u>Income Levels</u></p> <p>Income levels determine two things: the neighborhood's ability to support a</p>
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<sup>1</sup> Huckell/Wineman Associates, Inc. Retail Market Analysis: North Rose Hill Neighborhood. January 2001. p. 18.

<sup>2</sup> Huckell/Wineman, p. 6

<sup>3</sup> Bill Stalzer, Personal interview, April 10, 2003

<sup>4</sup> Huckell/Wineman, p. 6

options.	commercial area and the type of stores/services that are appropriate for the area. For example, a wealthier community may warrant higher end stores. Regardless, investors will want to ensure there is enough disposable income among the client base to support the center.
<b><i>Fast Facts<sup>5</sup></i></b> <b><i>Grass Lawn</i></b>  <b>Population:</b> 9,879  <b>Median Household Income:</b> Approx. \$65,500  <b>Per Capita Income:</b> Approx. \$37,000	<b>Access</b>  Commercial sites should be accessible and convenient to automobile traffic, transit, and non-motorized modes of travel. The intersection of two arterials is the preferred location for neighborhood commercial designations. In addition, sites should be able to accommodate sufficient parking.
	<b>Topography/Environment</b>  Commercial centers are subject to more rigid regulations and building restrictions than are single-family residences. Hence, sites should have minimal slopes and avoid landslide hazard areas. Wetlands and other sensitive habitat areas should be avoided as well.
	<b>Surrounding/Compatible Uses</b>  There should be an adequate transition between any neighborhood commercial area and the surrounding land uses, most notably existing residential. This can be done where there is sufficient land to provide a physical and noise barrier. Another option is to increase the residential density on the lots adjacent to the commercial site, or zone for mixed use. The placement of high-density residential can act as a transitional element between the single-family and commercial areas. Mixed-use development also reduces the retail space required for financial viability.  The simultaneous re-zone of higher density residential and neighborhood commercial land will also provide a way to meet the requirements of policy H0-41. Policy H0-41 states that the City shall not approve any rezone that results in a reduction of residential capacity, without first approving another rezone or rezones resulting in at least replacement of the lost residential capacity elsewhere in the City.
<b>Alternatives:</b>	There are a few parcels, or parcel groups, in the Grass Lawn neighborhood that have the potential to accommodate neighborhood commercial. Most of them are vacant. However, a few parcel groups contain one parcel with a single-family residence. None of the parcels/parcel groups meet all the criteria outlined above. However, they meet enough of the criteria to warrant rezoning consideration.  <b>1. Group 1 (1 parcel - 1.35 acres)</b>  <b>Parcel # 44111</b>  <u>Acres:</u> 1.35  <u>Vacant:</u> PARTIALLY

<sup>5</sup> Demographic data was derived from the 2000 U.S. Census, for census tracts 226.06 and 228.02. The population figure is slightly inflated because approximately 1/3 of census tract 228.03 lies outside the study area.

	<p><u>Topographical Considerations:</u> YES, steep slopes</p> <p><u>Average Weekday Daily Traffic Count:</u> 79,000 (<i>Actual account not available. Estimate based on eastbound traffic at Redmond Way/132<sup>nd</sup> Ave. NE (38,700) and westbound traffic at Redmond Way/148th Ave. NE (40,300). Actual count is likely higher as this estimate does not include north/southbound vehicles traveling on 140<sup>th</sup> Ave. NE.</i>)</p> <p><u>Location:</u> Redmond Way at 140<sup>th</sup> Ave. NE, southeast corner</p> <p><u>Owner:</u> City of Redmond</p> <p><b>Group 1 Discussion:</b> This parcel is probably not a good option for a neighborhood commercial designation. It does have sufficient daily traffic volumes and good access. However, about ½ of the site is occupied by a stormwater pond and the other ½ is planned for a park. It is an ideal distance from other commercial areas (<i>about 1 mile from La Plaza Di Rosa and the downtown</i>). The main drawback is its size. In isolation, it is preferable for commercial centers to be at least 3 acres. For example, La Plaza Di Rosa is just under an acre, and would not be financially viable if it was not associated with other nearby commercial venues. However, the high traffic volume at Redmond Way/140<sup>th</sup> Ave. NE may compensate for the small parcel size.</p> <hr/> <p><b>2. Group 2 (3 parcels - 3.4 acres)</b></p> <p><b>Parcel # 44321</b></p> <p><u>Acres:</u> 2.31</p> <p><u>Vacant:</u> YES</p> <p><u>Topographical Considerations:</u> Erosion Hazards, Class III Landslide Hazard area, Wetland</p> <p><u>Average Weekday Daily Traffic Count:</u> 69,300 (<i>Based on Redmond Way/148<sup>th</sup> intersection eastbound (29,000) and westbound (40,300) traffic count.</i>)</p> <p><u>Location:</u> Redmond Way, south side, one lot east of 148<sup>th</sup> Ave. NE</p> <p><u>Owner:</u> Dreyer E</p> <p><u>Notes:</u> Parcel is two distinct land areas divided by a non-vacant parcel (44323).</p> <p><b>Parcel # 44323</b></p> <p><u>Acres:</u> 0.57</p> <p><u>Vacant:</u> NO</p> <p><u>Topographical Considerations:</u> Erosion Hazards, Class III Landslide Hazard area, Wetland</p>
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	<p><u>Average Weekday Daily Traffic Count:</u> 69,300</p> <p><u>Location:</u> 14937 NE 80<sup>th</sup> St. (Redmond Way), between parcel 44321.</p> <p><u>Owner:</u> Dreyer E</p> <p><u>Notes:</u> Parcel has one single-family residence, owned by the owner of the surrounding parcel.</p> <p><b>Parcel # 44478</b></p> <p><u>Acres:</u> 0.53</p> <p><u>Vacant:</u> YES</p> <p><u>Topographical Considerations:</u> Erosion Hazards, Class III Landslide Hazard area, Wetland</p> <p><u>Average Weekday Daily Traffic Count:</u> 69,300</p> <p><u>Location:</u> South of parcel 44321. No major street access.</p> <p><u>Owner:</u> John A. &amp; Janet L. Soares</p> <p><b>Group 2 Discussion:</b> Group 2 has the benefit of relatively large acreage, prominent street front positioning, and high traffic volumes. Also, at the January 27, 2003 community planning meeting, residents suggested the Redmond Way/148<sup>th</sup> Ave. NE intersection as a possible location for neighborhood commercial. However, the environmental restrictions on these parcels are considerable, and will undoubtedly pose an obstacle. The positioning may not be ideal for neighborhood commercial because the area is close to the city center, and a commercial area in this location may eventually be viewed of as an extension of the downtown. Since one goal of neighborhood commercial is to enhance the character of a neighborhood, it may not make sense to create a neighborhood commercial zone that could be viewed as an extension of downtown.</p> <hr/> <p><b>3. Group 3</b> <i>(2 parcels - 3.2 acres)</i></p> <p><b>Parcel # 44312</b></p> <p><u>Acres:</u> 1.62</p> <p><u>Vacant:</u> NO</p> <p><u>Topographical Considerations:</u> Class III Stream and steep slopes</p> <p><u>Average Weekday Daily Traffic Count:</u> 110,600 <i>(Based on count at Redmond Way/148<sup>th</sup> Ave. NE intersection. Eastbound: 29,000; northbound: 19,700; southbound: 21,000; westbound: 40,300.)</i></p>
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	<p><u>Location:</u> Redmond Way at 148<sup>th</sup> Ave. NE, southeast corner</p> <p><u>Owner:</u> Brealey W Randall</p> <p><u>Notes:</u> An 18 single-family home development (<i>for parcels 44312 &amp; 44473</i>) has been proposed and approved. Site work is anticipated next spring.</p> <p><b>Parcel # 44473</b></p> <p><u>Acres:</u> 1.56</p> <p><u>Vacant:</u> YES</p> <p><u>Topographical Considerations:</u> Class III Stream</p> <p><u>Average Weekday Daily Traffic Count:</u> 110,600</p> <p><u>Location:</u> Plot faces 148<sup>th</sup> Ave. NE, and is just south of parcel 44312.</p> <p><u>Owner:</u> Brealey W Randall</p> <p><u>Notes:</u> An 18 single-family home development (<i>for parcels 44312 &amp; 44473</i>) has been proposed. Project is in the development review process.</p> <p><b>Group 3 Discussion:</b> Group 3 has a visible location, high traffic count, sufficient land, and environmental considerations. However, in light of the approved land use action, it probably does not make sense to pursue this option further, unless the project falls through.</p> <hr/> <p><b>4. Group 4</b> (<i>1 parcel - 1.10 acres</i>)</p> <p><b>Parcel # 44238</b></p> <p><u>Acres:</u> 1.10</p> <p><u>Vacant:</u> YES</p> <p><u>Topographical Considerations:</u> NONE</p> <p><u>Average Weekday Daily Traffic Count:</u> NOT AVAILABLE</p> <p><u>Location:</u> NE 80<sup>th</sup> St., east of the First Baptist Church</p> <p><u>Owner:</u> First Baptist Church of Rose Hill</p> <p><u>Notes:</u> Odd shaped parcel; limited street front.</p> <p><b>Group 4 Discussion:</b> This parcel is not at an arterial intersection, and the daily traffic count is unknown. It is relatively small for a neighborhood commercial area, although the size may be appropriate for the smaller scale development that would fit within the neighborhood character. The land is church owned, so it should be investigated as to whether the church will ever have an interest in</p>
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developing or selling the parcel. The parcel is narrow and has limited street front, but otherwise has sufficient access for automobiles and pedestrians. There is a small swing set on the parcel and the land does have a slight slope that should not present a problem. The parcel is large enough for one or two shops with street frontage and more behind. The front of the parcel is cleared and the back has some existing trees.

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**5. Group 5** (2 parcels - 4.6 acres)

**Parcel # 44747**

Acres: 2.09

Vacant: YES

Topographical Considerations: NONE

Average Weekday Daily Traffic Count: NOT AVAILABLE

Location: NE 75<sup>th</sup> St., across from Rose Hill Jr. High

Owner: Puget Sound Energy & Electric

Notes: Narrow street front

**Parcel # 44603**

Acres: 2.48

Vacant: YES

Topographical Considerations: NONE

Average Weekday Daily Traffic Count: NOT AVAILABLE

Location: Behind (north of) parcel 44747. No access to NE 75<sup>th</sup> St.

Owner: Puget Sound Energy & Electric

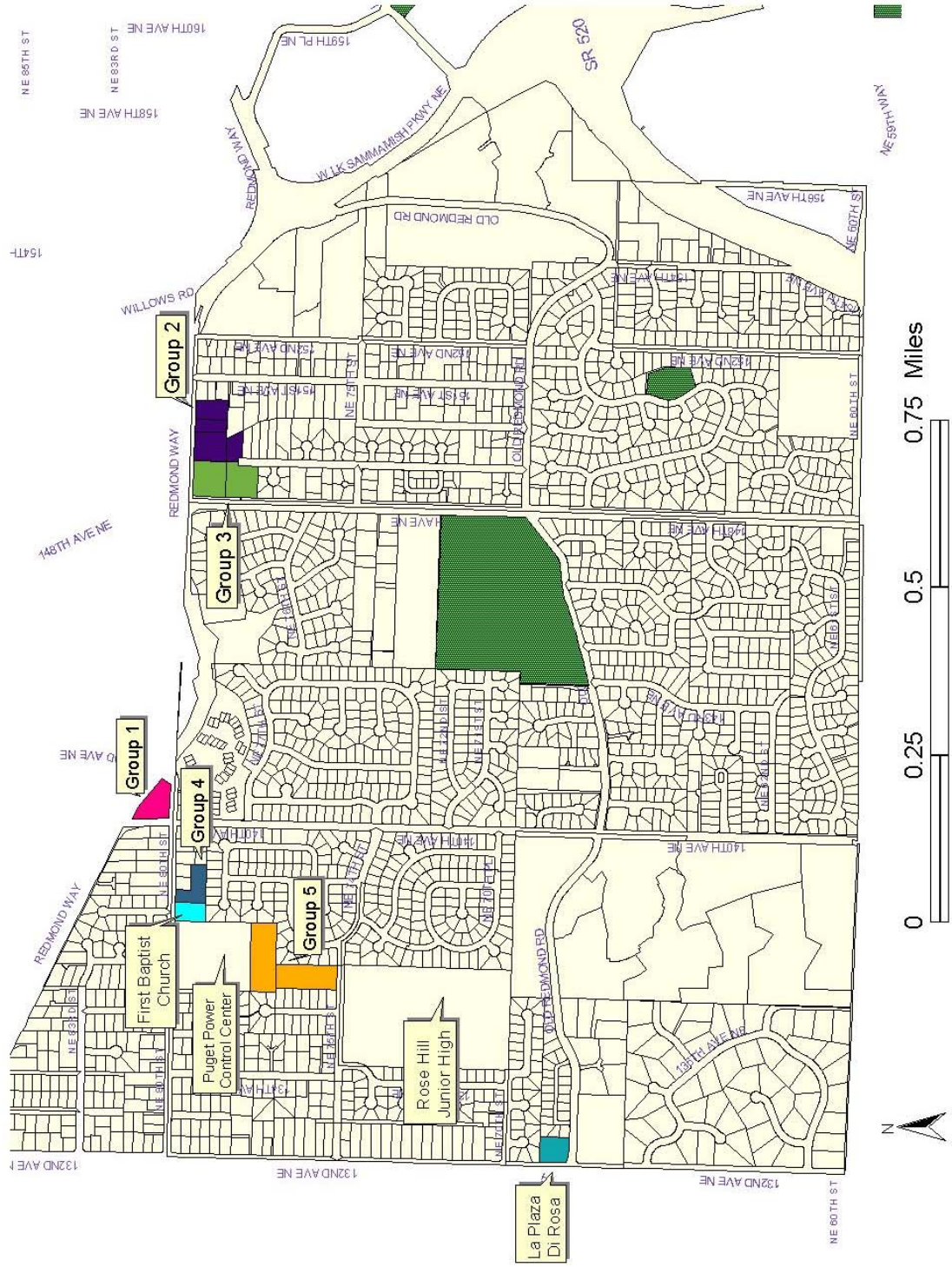
Notes: Adjacent to Puget Power Control Center. No street front.

**Group 5 Discussion:** These parcels are large enough to support neighborhood commercial. The first parcel (44747) may even be able to support retail space on its own. The land is vacant but does contain some power lines and petroleum pipeline warning signs. There are no topographical restrictions, and the site has good access. Traffic counts are unknown. However, the parcels are across the street from Rose Hill Junior High and experience some traffic associated with that land use. Before proceeding with a rezone, Puget Sound Energy and Electric's future land use needs should be examined. Also, complications associated with the junior high (*traffic, undesired activities*) should be investigated. The parcel lining NE 75<sup>th</sup> Street is opposite school

	<p>property, but not opposite any buildings of playing fields. It might be a candidate for development if safety problems can be eliminated.</p> <hr/> <p><b>6. Group 6</b> <i>(1 parcel - 9 acres)</i></p> <p><b>Parcel # 102505-9027</b></p> <p><u>Acres:</u> 9.0</p> <p><u>Vacant:</u> PARTIALLY VACANT</p> <p><u>Topographical Considerations:</u> Wetland and Stream-headwaters to Peter's Creek</p> <p><u>Average Weekday Daily Traffic Count:</u> NOT AVAILABLE</p> <p><u>Location:</u> 148<sup>th</sup> Avenue NE, just north of Grass Lawn Park</p> <p><u>Owner:</u> Puget Sound Energy</p> <p><u>Notes:</u> Existing switching station on property</p> <p><b>Group 6 Discussion:</b> This parcel has frontage on an arterial but the daily traffic count is unknown at this time. After preserving sensitive areas about 7 acres would likely be available for development. Puget Sound Energy is currently short platting the land into 2 lots and intends to sell one of the lots for residential development. Approximately 35-40 homes could be built on the land. With its proximity to daily traffic volumes, existing and new homes, and Grass Lawn Park, this parcel could be a good potential site for some combination of housing and neighborhood commercial development. Staff could recommend a floating neighborhood commercial zone on the property where the developer could build a neighborhood commercial site if certain criteria are met.</p>
<b>Recommendations:</b>	Staff recommends that Alternatives 4, 5, and 6 have the most potential for neighborhood commercial sites and should be explored further.



# Grass Lawn Neighborhood Plan Alternatives and Preliminary Recommendations: Neighborhood Commercial



**Grass Lawn Neighborhood Plan  
Alternatives and Preliminary Recommendations**

**Neighborhood Commercial –  
Parcel Follow-Up (8/19/2003)**

Group 1 (corner of Redmond Way and 140<sup>th</sup> Ave NE)

There is a sizable stormwater drainage area on a large section of the parcel. There is construction activity on the eastern side of the parcel. Informational meeting scheduled with Geoffrey Thomas for 2:30 p.m. on Thursday, Sept. 21<sup>st</sup>.

Group 3 (corner of Redmond Way and 148<sup>th</sup> Ave NE)

Parcels are being developed for 18 single-family homes. Project has been approved by planning and has already had the public hearing. The technical committee is now reviewing it. Informational meeting scheduled with Steven Fischer for 2:15 p.m. on Thursday, Sept. 21<sup>st</sup>.

Group 4 (NE 80<sup>th</sup> Street, west of 140<sup>th</sup> Ave NE )

This parcel is completely open except for a small swing set. It has a slight slope, which should not present a problem. The parcel is large enough for one or two shops with street front coverage, and more behind. The front of the parcel is cleared; the back has some trees.

Group 5 (NE 75<sup>th</sup> Street, kitty corner to Rose Hill Junior High )

This parcel is vacant, but does appear to contain power lines. There are “petroleum pipeline warnings” around the property. The parcel lining NE 75<sup>th</sup> Street is opposite school property, but not opposite any buildings or playing fields. It might be a candidate for development if safety problems can be eliminated.